

**TRANSMITTAL  
FORM**

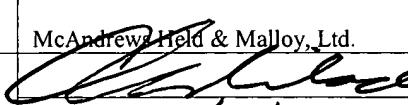
(to be used for all correspondence after initial filing)

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| Total Number of Pages in This Submission | 3 | Attorney Docket Number | 15013US02 |
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**ENCLOSURES (check all that apply)**

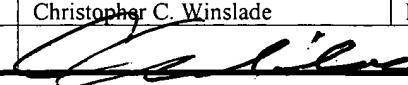
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| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input type="checkbox"/> Information Disclosure Statement<br><input type="checkbox"/> PTO 1449/08A with references<br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Response to Missing Parts/ Incomplete Application<br><input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers (for an Application)<br><input type="checkbox"/> Drawing(s) ( sheets)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><input checked="" type="checkbox"/> Power of Attorney<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group<br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): See "Remarks" |
|   | Remarks  | Certificate Under 37 C.F.R. ' 3.73(b) (1 page)<br>Stamped return postcard   |

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

|                         |   |  |  |
|-------------------------|---|--|--|
| Firm or Individual Name | McAndrews Held & Malloy, Ltd.   |  |  |
| Signature               |  |  |  |
| Date                    | 3/23/04   |  |  |
| Christopher C. Winslade |   |  |  |

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on 3/21/04

|                   |   |                                   |        |
|-------------------|---|-----------------------------------|--------|
| Name (Print/type) | Christopher C. Winslade   | Registration No. (Attorney/Agent) | 36,308 |
| Signature         |  |                                   |        |
|                   | 3/23/04   |                                   |        |



## POWER OF ATTORNEY FROM ASSIGNEE

**Broadcom Corporation**, a corporation of California, having a principal place of business at 16215 Alton Parkway, Irvine, California 92618-3616, is assignee of the entire right, title and interest for the United States of America (as defined in 35 U.S.C. § 100), by reason of an Assignment to the Assignee executed on September 26, 2003 and September 29, 2003 of an invention known as Third Party Media Channel Access In A Media Exchange Network (Attorney Docket No. 15013US02), which is disclosed and claimed in a patent application of the same title by the inventors Jeyhan Karaoguz and James D. Bennett (said application filed on September 30, 2003 at the U.S. Patent and Trademark Office, having Application Number 10/675,385).

The assignee hereby appoints U.S. attorneys and/or agents at McAndrews, Held & Malloy, Ltd. (Chicago, IL), customer no. 23,446, to prosecute this application and to transact all business in the patent and trademark office connected therewith.

The Assignee hereby grants said attorneys the power to insert on this Power of Attorney any further identification that may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office.

Send correspondence to:

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U.S.A.

Direct phone calls to 312-775-8000.

FOR: Broadcom Corporation  
SIGNATURE:   
BY: Dee Henderson  
TITLE: Intellectual Property Portfolio Manager  
DATE: January 28, 2004



## Certificate Under 37 C.F.R. ' 3.73(b)

Docket No.: 15013US02

Applicant/Patent Owner: Jeyhan Karaoguz and James D. Bennett

Application No./Patent No.: 10/675,385 Filed/Issue Date: September 30, 2003

Entitled: Third Party Media Channel Access In A Media Exchange Network

**Broadcom Corporation**, a **corporation**  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. [ X ] the assignee of the entire right, title, and interest, or
2. [ ] an assignee of an undivided part interest

in the patent application/patent identified above by virtue of either:

A. [ X ] An Assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the Patent and Trademark Office at Reel 014252, Frame 0778, or for which a copy thereof is attached.

OR

B. [ ] A chain of title from the inventor(s) of the patent application/patent identified above to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the Patent and Trademark Office at  
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[ ] Additional documents in the chain of title are listed on a supplemental sheet.

[ ] Copies of assignments or other documents in the chain of title are attached.

**[NOTE:** A separate copy (*i.e.*, the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the PTO. See MPEP 302-302.8]

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

Signature: Dee Henderson

Name: Dee Henderson

Title: Intellectual Property Portfolio Manager

Date: January 28, 2004